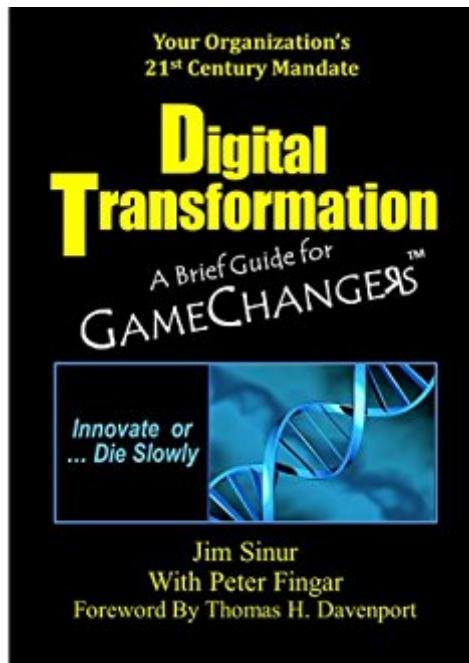


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# Digital Transformation: A Brief Guide For Game Changers



## Synopsis

As Shawn Dubravac wrote in Digital Destiny, "Humanity is entering a new era. Beyond the mere acquisition of ever more digital devices with ever more incredible functionality, the immediate future will usher in the all-digital lifestyle and an 'Internet of Everything.' The transformation of our lives will be breathtaking." Now comes the critical question, what are you, as a leader of your organization going to do --transform, or die a slow, painful death? While there are already thousands of pages of literature on what is happening, this is the first book that goes beyond the "what" and on to the "how" of digital transformation for extremely busy leaders. There are no cookie-cutter approaches, but each organization needs high level, strategic guidance on how to approach Digital Transformation. But wait, extremely busy leaders of our organizations don't have time to digest the proliferation of literature on this vital subject. It took considerable effort to condense Digital Transformation into a powerful guide for the incredibly busy leaders of organizations. As Francis Bacon once wrote, "Some books should be tasted, some devoured, but only a few should be chewed and digested thoroughly." This very concise book is the one for busy executives, the Game Changers, to digest-- and act on!===== What They Are Saying... "This book is an illustration of its own message. It is not self-contained. It reaches out into the digital realm through hyperlinks and QR codes to draw the larger universe into its scope. In the digital universe everything is (potentially) connected." --Vint Cerf, Co-Inventor of the Internet and Chief Internet Evangelist, Google "Don't question why you were able to source such a bargain; just start reading and tell your fellow-travelers on the digital journey to do the same. You have nothing to lose but the analog chains that have bound you to previous ways of doing business!" --Thomas H. Davenport, Distinguished Professor of IT and Management, Babson College; Digital Fellow, MIT Initiative on the Digital Economy; Senior Advisor, Deloitte Analytics; Co-Founder, International Institute for Analytics "Without digital transformation, your organization will be dead - one year, five years, a decade. Dead. (Test: If you're now competing on price, you're the walking dead). Why? Almost too many reasons to enumerate. That's why you need to read this book." --Dr. Richard Welke, Georgia State University; Dir, Center for Process Innovation "The current buzz phrase 'digital transformation' captures a movement that has completely transformed several industries -- entertainment (especially music), news, books. etc. But that was just the beginning: we'll see similar tremendous transformations in manufacturing, healthcare, transportation and every other field over the next twenty years. Though most sources seem to credit technological changes (like the Internet of Things), it's the focus on customer delight and outcomes that will drive the changes, relying on pervasive digital infrastructure. This book is a concise way to see how." --Dr. Richard Soley, MIT

PhD, and CEO, Object Management Group (OMG) "We see a recent shift in thinking from do you have a Digital Strategy? to Is your strategy Digital? This book will give organizations an excellent insight into executing essential digital strategy." --Frits Bussemaker, CIONET, Europe, and Global Industry Council Director, IFIP. "This is a hot topic, smartly packaged in a short book, with all the extra connective tissue only hinted at in the top 2015-2016 tweets about digital transformation." --Dr. Jim Spohrer, Director, Cognitive Systems Institute.

## **Book Information**

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## **Customer Reviews**

Digital Transformation is not something you can ignore. If you approach it properly it gives you a opportunity to challenge market leaders even if you are a new player. Jim's book gives you great overview of what Digital Transformation is, how it links with Customer Journey Mapping, DMN, IoT and other hot topics and does not stop there. You will also find there guidance how to approach the transformation, strategies for going digital in legacy environment, and case studies showing how BPM supports Digital Transformation.

Sinur's timely book provides outstanding insights into the current state of the globally pervasive digital transformation. A must read!

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